

Establishing Strong Partnerships

Partnering with businesses and organizations in your community will increase the likelihood of your program's success. Partners are great resources for financial support, endorsement and message dissemination. In return for supporting your program, your partners receive the positive image that comes from being associated with a reputable, cause-related campaign. Through your campaign's advertising, they receive exposure and the opportunity to reinforce any environmental messages they may be promoting. It's a win-win relationship—and below are instructions on how to make it happen for you!

In order to attract local businesses and organizations, you'll need to show them how your outreach program works. They'll want to see the materials suitable for customization with their logo or information.

The *It All Adds Up to Cleaner Air* National Transportation and Air Quality Public Education Campaign highlights three methods for reducing traffic congestion and air pollution: trip chaining, alternate transportation choices and vehicle maintenance. In your kit are three separate promotional flyers, one for each. Simply copy the flyer that is appropriate for the business or organization with which you want to partner and use it as a guide to demonstrate the program. If they want to help disseminate the advertising materials, order them using the Marketing Materials Order Form found in this kit. The materials are free and provide space for your partner's name, logo and contact information.

Following are some organizations, businesses and groups that would be likely to identify with the *It All Adds Up* methods of reducing traffic congestion and air pollution. We urge you to expand these lists according to the opportunities in your community. With a little brainstorming, you can find countless partnership possibilities.

Trip Chaining — Combining errands into one sensible trip to reduce traffic congestion and air pollution.

- American Lung Association, local chapter
- State environmental or public health agencies
- Local government agencies
- Movie rental stores
- Hospitals and health systems
- Fast-food restaurants
- Grocery stores
- Dry cleaners
- Parent-teacher associations
- Banks

Vehicle Maintenance — Keeping vehicles properly maintained to reduce air pollution and traffic congestion.

- Society of Automotive Engineers/Service Technicians Society, local chapter
- Tire merchants
- Oil change service centers
- Car dealerships
- Vehicle service shops
- Auto parts companies
- Gas stations
- State nature societies
- State air & waste management associations
- American Cancer Society, local chapter

Alternate Transportation Choices — Sharing rides, biking, walking and riding mass transit to reduce traffic congestion and air pollution.

- Libraries
- Health and automobile insurance companies
- Public transit operators
- Employers who offer commuter benefits
- Retailers located near public transit
- Local college administrators and environmental clubs
- State departments of transportation
- Bicycling groups and health clubs
- Parking authorities
- Radio stations
- Outdoor and recreational clothing stores
- Urban development groups